

**Short Answer questions: 7 Marks**

1. What is the relevance of changing consumer expenditure pattern to marketing?
2. How do Macro environment forces provide opportunities and pose threats to companies?
3. Discuss the need for environment scanning by companies?
4. Differentiate between Product Marketing and Service Marketing?
5. Define micro environment and macro environment illustrating suitable examples?
6. Explain the term 'Market' and 'Marketing'?
7. State the significance of Marketing in changing market conditions?
8. Enumerate various functions of Marketing?
9. Explain the term 'Marketing Environment' and 'Environmental Scanning'?
10. Explain in brief any two corporate orientations towards Market Place?

## MM-UNIT-II-07 M

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1. What is marketing planning? Explain in detail.
  2. State the significance and benefits of Market Segmentation?
  3. Elaborate the concept of Product Positioning?
  4. Elaborate the concept of Product Targeting?
  5. Elaborate the concept of Product Segmentation?
  6. Explain in brief standardization, Differentiation and Undifferentiating?
  7. What do you mean by strategic marketing tool in marketing?
  8. Explain the various ways of Market Positioning?
  9. Explain in brief Components of Marketing Mix?
  10. Define Market Segmentation? Explain in brief Customer and Product based segmentation?
  11. State and Explain the process of strategic marketing planning?
  12. How do we segment Business Market?
  13. Define Positioning? Explain positioning by Benefits and Product characteristics?
  14. What are the comparative features of Targeting and Positioning?
  15. Outline the Basic framework of BCG Model?
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1. Explain in brief various stages in New Product Development?
  2. Explain in brief various pricing strategies.
  3. Why is packaging called as fifth 'P' of Marketing Mix? Explain?
  4. Illustrate the concept of packaging with the help of product of your choice?
  5. 'Product Life Cycle' concept is applicable to retailing. Do you agree? Justify.
  6. Evaluate pricing strategies on the basis of product and services of your choice?
  7. Define the term 'PRICING'. Describe different models of pricing?
  8. Describe the stages of Product Life Cycle in brief.
  9. Does Brand provide the competitive advantage? Explain?
  - 10 Differentiate between test Marketing and Commercialization in the context of new product development?
  11. Explain the importance and objectives of pricing?
  12. "New Product development is a growth strategy". Justify.
  13. What is meant by 'Price Discrimination'?
  14. State the significance of Branding in Marketing?
  15. What do you mean by Product line addition and deletion?
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## MM-UNIT IV-07

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1. What do you mean by ‘Physical Distribution’?
  2. What are levels in Distribution Channels?
  3. Explain in brief the determinants of Distribution Decisions?
  4. Analyze the physical distribution techniques?
  5. Explain the importance of channels of distribution.
  6. Explain the different channel levels?
  7. Explain in brief the distribution channel strategy for consumer products?
  8. State the various steps involved in channel design by a company?
  9. Explain in brief the channel strategy for industrial goods and consumer goods?
  10. What are the distribution alternatives available to a firm?
  11. What are the major factors affecting distribution decisions?
  12. In the context of channel of distribution state the role of retailer?
  13. In the context of channel of distribution state the role of wholesaler?
  14. Explain the significance of Physical Distribution In marketing?
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## UNIT-V

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1. Public Relations are valuable Promotion tool. Justify.
2. Differentiate between Advertising and personal Selling?
3. Differentiate between Advertising and Sales Promotion?
4. Differentiate between Advertising and Publicity?
5. What do you understand by Direct Marketing?
6. Explain Trade Promotion?
7. Explain Sales force Promotion?
8. Explain Consumer Promotion?
9. State the significance of advertising as a Promotional Tool?
10. Define the term Marketing Research by stating its importance?
11. State the steps involved in Personal Selling Process?
12. Explain Push and Pull strategy?
13. Explain the role of advertising in creating awareness of New product?
14. State the co relationship between Public Relation & Publicity?
15. 'Personal Selling proves more effective in Marketing of FMCG Product'.  
Comment.